

**Looking to Prospect  
New Partners?**

**Eighteen (18) Unique  
Sponsors With Signage at  
MLB Ballparks**

- Hess, NY Yankees
- Bob's Furniture, NY Mets
- Weatherproof, NY Yankees
- Spongetech.com, Multiple Teams
- Charles Schwab, SF Giants
- Dri-Duck, KC Royals
- Stanley Hand Tools, Multiple Teams
- InkStop, Detroit Tigers
- USCoins.com, NY Mets
- Snapple, Texas Rangers
- Scottrade, St. Louis Cardinals
- H-E-B, Houston Astros
- H&R Block, NY Yankees
- Nikon, NY Mets
- Emerald Nuts, SF Giants
- Gulf Oil, NY Mets
- Boeing, St. Louis Cardinals
- Noxzema, KC Royals

**"Build partnerships, not  
sponsorships."  
Brian Corcoran,  
Fenway Sports Group**

**Partnership Activation 2.0**

Welcome to the June '09 issue of the Partnership Activation 2.0 newsletter. I hope you enjoy the creative activation tactics, signage concepts, and branding initiatives included in this issue.

I am very excited this month to announce a partnership with adidas Eyewear, one of the world's leading innovators of high-quality eyewear. It is a privilege to be aligned with such an industry leader offering the latest eyewear technology in the running, golf, biking, outdoor, and casual space. In the coming months, look for an "Eyes on the Industry" section presented by adidas that profiles new happenings in the sponsorship marketplace.

This month, please take a moment to pass this newsletter along to **two new co-workers** who may also enjoy some of the content featured in the issue. If I can ever be of assistance, please send me an email at [bgainor@partnershipactivation.com](mailto:bgainor@partnershipactivation.com). I would love to hear from you. Best Wishes! Brian

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**Looking for more?  
Check out  
[PartnershipActivation.com](http://PartnershipActivation.com)**

**INDUSTRY WATCH | LIFE-SIZED DISPLAYS**

**Are you looking for new ways to create memorable experiences for fans?**

As an official global sponsor of the UEFA Champions League, Heineken created a "Stadium of Dreams" campaign designed to engage soccer fans around the world. Heineken sought to bring memorable experiences to fans beyond sponsoring the UCL's live tournament broadcasts.

In doing so, Heineken erected a life-sized "Stadium of Dreams" venue display at the Central World Shopping Plaza in Bangkok, Thailand. The display, which took 230,000 beer cans and 80+ hours to construct, served as an interactive destination for fans to take pictures, listen to music, and experience light shows. The Stadium of Dreams display helped drive awareness for the exclusive Star Final Watch Party event that Heineken hosted on a Thailand beach for 350 executives and fans from 40+ countries.



Check out Heineken's incredible Stadium of Dreams activation here:  
<http://www.youtube.com/watch?v=UCIGNnT6eTg&feature=related>  
[http://www.youtube.com/watch?v=4\\_0kYAw-3Ss](http://www.youtube.com/watch?v=4_0kYAw-3Ss)



**EYES ON THE INDUSTRY**

PRESENTED BY



<http://www.adidas.com/us/eyewear>

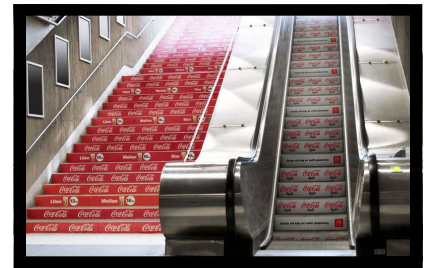
**Are you leveraging team partnerships to promote multiple brands?**

As brand managers look to derive more value out of their corporate partnerships, the sports marketplace is seeing more parties use promotions and in-venue signage as a means to promote multiple brands and vendors. With various in-venue messaging means at their disposal (signage, promotions, PA's, etc.), brand marketers have the ability to make powerful messaging statements that resonate with fans.



Tide and Downy, two brands in the Procter & Gamble family, have teamed up to feature co-branded field boards at LA Galaxy home games played at the Home Depot Center. The boards, providing dual visibility, provide the P&G brands with a way to stand out from the on-field clutter and drive affiliation awareness for multiple products.

Teams can use stair/escalator signage (as shown on the right) to drive home the differences in brand attributes of diet/low calorie products and standard products. With a little creativity, it might make sense for a lot of companies to leverage their in-venue signage to promote multiple brands, especially those who already rank high in brand awareness figures (e.g. Coke, McDonald's, Ford, Nike, etc.).



**This Month's Activation Tip - Find Ways to Challenge Consumers**

**Are you searching for new ways to engage consumers on-site?**

Marketers commonly refer to the Pepsi Challenge, a promotional initiative that tasked consumers to choose which of two sodas (Coke or Pepsi) they preferred in a blind taste test, as one of the most significant marketing promotions ever. **But Why?**

The promotion proved to be so successful because it was able to demonstrate that more consumers preferred Pepsi over Coke through a challenging means that involved real consumer interaction with the products. Consumers like to be challenged by on-site activation just as they are challenged by their jobs, movies, and relationships.

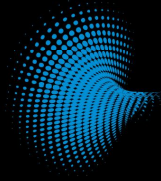
As an example, Tiger Beer recently held a Football Carnival in Singapore for English Premier League fans to enjoy watching a live Manchester United-Arsenal match and take part in a variety of carnival events. One of the most popular exhibits turned out to be a game (pictured to the right) where fans were tasked with sliding a beer on a table into a goal (without letting it go further) to win a prize. Now that's a challenge!



**Interested in signing up for the newsletter?**

Send an email with "Subscribe" in the subject line to [newsletter@partnershipactivation.com](mailto:newsletter@partnershipactivation.com).

In the body of the email, please include your name, company affiliation, and contact information when subscribing.



# CREATIVE ACTIVATION IDEAS



Lacoste featured a Wii tennis exhibit at Melbourne Central Shopping Centre as a way to promote its brand around the Australian Open



adidas leverages life-sized shoe boxes to offer shoe cleaning services and host exclusive autograph sessions



Hershey Park features a Dunk Tank in the Fan Fest area at CitiField, home of the NY Mets

## PARTNERSHIP SPOTLIGHT PROPERTY CONSULTING GROUP / AMI



### PARTNERSHIP ACTIVATION HIGHLIGHTS

The Property Consulting Group recently teamed up with Airport Marketing Income (AMI) to spearhead sponsorship initiatives at 200+ airports across the nation. Operating with a philosophy that sponsorships should **enhance** the traveler's experience, the two parties have worked to bring sponsorships to life through unique branding initiatives, sampling programs, and community efforts. Here are a few ways that the nation's leading brands are connecting with airport travelers through sponsorship agreements:

#### Waste Management (Branding initiative)

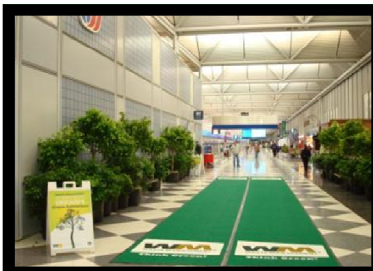
Waste Management teamed up with AMI to help welcome the 2016 International Olympic Committee on their official visit to the city of Chicago. After landing at Chicago O'Hare Airport, the IOC was welcomed with a 50-foot long "green" carpet (made of recyclable products) that was lined with trees, plants, and benches in the United Terminal. The messaging campaign was designed to celebrate and support the city's commitment to energy conservation in an effort to host the 2016 Olympic Games.

#### Airborne (Sampling program executed by AMI)

During the wintry cold and flu season, AMI teamed up with Airborne to distribute 820,000+ samples of its "On the Go" herbal supplements with an attached coupon at Chicago O'Hare and Denver International Airport. Airborne complemented the 6-week initiative by offering an exclusive sweepstakes (enabling them to collect some consumer data).

#### Harris Bank (Brand-building / community initiative)

With the Swine Flu epidemic impacting travelers everywhere, Harris Bank teamed up with AMI on an initiative to remind consumers that they were there to help (which is the bank's official slogan). Harris Bank created and developed 400 branded hand sanitation stations that will remain as permanent fixtures at the Chicago O'Hare and Chicago Midway airports. The brand-building initiative served as a benchmark example of a company demonstrating goodwill to travelers and the local community through a reactionary sponsorship.







## HOT OFF THE PRESS

The athletics development industry is never short on ideas. Whether it's a tailgate showdown or a celebration dinner, athletics departments around the nation are constantly finding new ideas and excelling at raising money. However, a dedicated space to compile and discuss these practices has yet to be developed.

In recognizing this need, Taylor Wood and Rob Norris, two Master of Sports Administration students at Ohio University, launched Athletics Development Frontier ([www.developmentfrontier.com](http://www.developmentfrontier.com)), a website dedicated to covering the innovations, practices, and results occurring in intercollegiate athletics development.

The site was launched in March and features posts reporting on topics such as social media utilization, capital campaigns, and strategies for fundraising in a difficult economy. While currently focusing on compiling a wealth of information, the site one day hopes to grow into a forum for reporting current strategies, sharing knowledge from current industry professionals, and inciting discussion to lead to best practices in the industry.

The summer will be a busy time for the site as the students will report on the NACDA convention, publish development reports by conference, and create industry rankings.



Check out Athletics Development Frontier By Clicking Here: <http://www.developmentfrontier.com>

## CREATIVITY IN THE SPORTS MARKETPLACE



Fans have the option of lounging in the Cigar Bar at QuikTrip Park



The Packers feature creative signage at Lambeau



Fans can find the "grounds crew" working at Starbucks' coffee stand at Safeco Field



hhgregg fixated its brand within the Colts logo at Lucas Oil Stadium



Famous slogans make great koozie collectibles for fans



Carlton Draught flew a giant hot air balloon over an event at the Melbourne Cricket Grounds in '08



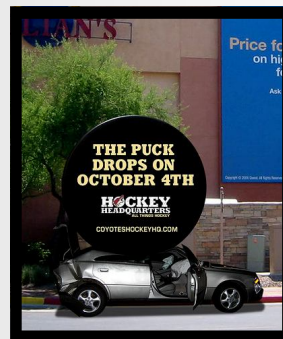
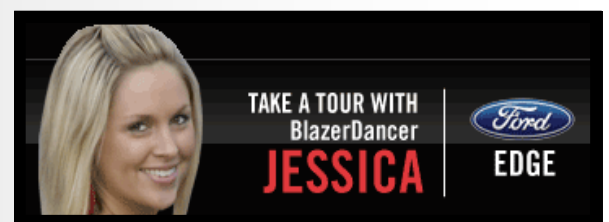
# THOUGHT STARTERS

Looking for ways to pitch a prospective automobile partner? Here are some activation ideas to consider:

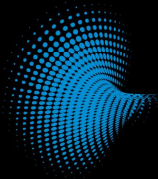
## IN-VENUE ACTIVATION AND BRANDING



## NON-VENUE ACTIVATION AND BRANDING







## Which Campaigns Are You Following In Q2?



### The Montreal Canadiens Rock the House with the Molson Ex Zone

Over the past few years, the Montreal Canadiens and Molson have collaborated to create an ultimate game experience for young fans seated in the upper bowl at the Bell Centre. The two parties created the Molson Ex Zone, a designated group of seven (7) sections (407-413) that resemble a pub night on a college campus with Molson Ex girls, an exclusive band, and discounted ticket prices (\$24-\$31).

The Molson Ex Zone is essentially a party section designated for college students that features the team's most avid fans. Molson offers continual engagement with Canadiens fans through a Facebook Fan Page (Zone Molson Ex), where 3,482 consumers follow updates, videos, and photos of what's happening in the section. Look for more properties to adopt a similar model (offering continual engagement for sponsors through online pages) as fans expect more from their experience!

Check out the Molson Ex Zone Here:  
<http://www.molsonex.com/zone/default.aspx>



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**Partnership Activation, Inc.** provides sports business professionals with creative ideation insights, unique activation tactics, and innovative ways to drive incremental revenue for their business.

Founded in February 2008, PartnershipActivation.com has rapidly become one of the industry's most valuable resources for sports business professionals to obtain unique partnership ideas and industry updates.